

FAX# 703 528 7880  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
AUG16/12 11.4  
\*\*\* WFTV-TV \*\*\*

REP. # OFF. # 6556 SALESMAN #

BUYER NAME	<u>MEDIA PLACEMENT</u>
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SALES PRSN WA- JOE KNAUER

	CLASS: NATL.	LOCAL	REGIONAL
1. <i>Chrysomelidae</i>	10	10	10
2. <i>Curculionidae</i>	10	10	10
3. <i>Chrysomelidae</i>	10	10	10
4. <i>Chrysomelidae</i>	10	10	10
5. <i>Chrysomelidae</i>	10	10	10
6. <i>Chrysomelidae</i>	10	10	10
7. <i>Chrysomelidae</i>	10	10	10
8. <i>Chrysomelidae</i>	10	10	10
9. <i>Chrysomelidae</i>	10	10	10
10. <i>Chrysomelidae</i>	10	10	10
11. <i>Chrysomelidae</i>	10	10	10
12. <i>Chrysomelidae</i>	10	10	10
13. <i>Chrysomelidae</i>	10	10	10
14. <i>Chrysomelidae</i>	10	10	10
15. <i>Chrysomelidae</i>	10	10	10
16. <i>Chrysomelidae</i>	10	10	10
17. <i>Chrysomelidae</i>	10	10	10
18. <i>Chrysomelidae</i>	10	10	10
19. <i>Chrysomelidae</i>	10	10	10
20. <i>Chrysomelidae</i>	10	10	10
21. <i>Chrysomelidae</i>	10	10	10
22. <i>Chrysomelidae</i>	10	10	10
23. <i>Chrysomelidae</i>	10	10	10
24. <i>Chrysomelidae</i>	10	10	10
25. <i>Chrysomelidae</i>	10	10	10
26. <i>Chrysomelidae</i>	10	10	10
27. <i>Chrysomelidae</i>	10	10	10
28. <i>Chrysomelidae</i>	10	10	10
29. <i>Chrysomelidae</i>	10	10	10
30. <i>Chrysomelidae</i>	10	10	10
31. <i>Chrysomelidae</i>	10	10	10
32. <i>Chrysomelidae</i>	10	10	10
33. <i>Chrysomelidae</i>	10	10	10
34. <i>Chrysomelidae</i>	10	10	10
35. <i>Chrysomelidae</i>	10	10	10
36. <i>Chrysomelidae</i>	10	10	10
37. <i>Chrysomelidae</i>	10	10	10
38. <i>Chrysomelidae</i>	10	10	10
39. <i>Chrysomelidae</i>	10	10	10
40. <i>Chrysomelidae</i>	10	10	10
41. <i>Chrysomelidae</i>	10	10	10
42. <i>Chrysomelidae</i>	10	10	10
43. <i>Chrysomelidae</i>	10	10	10
44. <i>Chrysomelidae</i>	10	10	10
45. <i>Chrysomelidae</i>	10	10	10
46. <i>Chrysomelidae</i>	10	10	10
47. <i>Chrysomelidae</i>	10	10	10
48. <i>Chrysomelidae</i>	10	10	10
49. <i>Chrysomelidae</i>	10	10	10
50. <i>Chrysomelidae</i>	10	10	10
51. <i>Chrysomelidae</i>	10	10	10
52. <i>Chrysomelidae</i>	10	10	10
53. <i>Chrysomelidae</i>	10	10	10
54. <i>Chrysomelidae</i>	10	10	10
55. <i>Chrysomelidae</i>	10	10	10
56. <i>Chrysomelidae</i>	10	10	10
57. <i>Chrysomelidae</i>	10	10	10
58. <i>Chrysomelidae</i>	10	10	10
59. <i>Chrysomelidae</i>	10	10	10
60. <i>Chrysomelidae</i>	10	10	10
61. <i>Chrysomelidae</i>	10	10	10
62. <i>Chrysomelidae</i>	10	10	10
63. <i>Chrysomelidae</i>	10	10	10
64. <i>Chrysomelidae</i>	10	10	10
65. <i>Chrysomelidae</i>	10	10	10
66. <i>Chrysomelidae</i>	10	10	10
67. <i>Chrysomelidae</i>	10	10	10
68. <i>Chrysomelidae</i>	10	10	10
69. <i>Chrysomelidae</i>	10	10	10
70. <i>Chrysomelidae</i>	10	10	10
71. <i>Chrysomelidae</i>	10	10	10
72. <i>Chrysomelidae</i>	10	10	10
73. <i>Chrysomelidae</i>	10	10	10
74. <i>Chrysomelidae</i>	10	10	10
75. <i>Chrysomelidae</i>	10	10	10
76. <i>Chrysomelidae</i>	10	10	10
77. <i>Chrysomelidae</i>	10	10	10
78. <i>Chrysomelidae</i>	10	10	10
79. <i>Chrysomelidae</i>	10	10	10
80. <i>Chrysomelidae</i>	10	10	10
81. <i>Chrysomelidae</i>	10	10	10
8			

**Figure 1** | Schematic representation of the experimental design. The study was divided into two parts: a pretest and a main experiment. In the pretest, participants were asked to rate the perceived effort of different tasks. In the main experiment, participants performed a task under three conditions: baseline, low effort, and high effort. The results showed that perceived effort increased significantly from baseline to high effort.

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CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG16/12	11.42
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FR JULIE  
\*\* NEW ORDER \*\*  
TTLS \$92925.57X  
PLS CFM, THX 8/16

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 321 AGENCY PRODUCT CODE = 340 AGENCY EST# = 1567												
1			1000A-1100A	30		\$700.00	11/2	11/2	1		FRI	1
PROGRAM : MILLIONAIRE/FEUD CON COM1 : MILLIONAIRE/FEUD												
2			1135P-1210A	30		\$1,200.00	11/2	11/2	1		FRI	1
PROGRAM : ABC-NITELINE< CON COM1 : ABC-NITELINE<												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			1100A-1200N PROGRAM : VIEW-ABC CON COM1: VIEW-ABC	30		\$1,200.00	11/2	11/2	1		FRI	1
4			1200N-100P PROGRAM : EYEWIT NW-NOON CON COM1: EYEWIT NW-NOON	30		\$1,100.00	11/2	11/2	1		FRI	1
5			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$1,200.00	11/2	11/2	1		FRI	1
6			500P-600P PROGRAM : EYEWIT NWS-5/EYEWIT NWS-530 CON COM1: EYEWIT NWS-5/EYEWIT NWS-530	30		\$2,400.00	11/2	11/2	1		FRI	1
7			600P-700P PROGRAM : EYEWIT NWS-6/ABC-WORLD NWS CON COM1: EYEWIT NWS-6/ABC-WORLD NWS	30		\$3,400.00	11/2	11/2	1		FRI	1
8			700A-900A PROGRAM : GD MRN AMR-ABC CON COM1: GD MRN AMR-ABC	30		\$2,500.00	11/2	11/2	1		FRI	1
9			900A-1000A PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$750.00	11/2	11/2	1		FRI	1
10			1000A-1100A PROGRAM : MILLIONAIRE/FEUD CON COM1: MILLIONAIRE/FEUD	30		\$700.00	11/5	11/5	1		MON	1
11			1100A-1200N PROGRAM : VIEW-ABC CON COM1: VIEW-ABC	30		\$1,200.00	11/5	11/5	1		MON	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			1210A-105A PROGRAM : J KIMMEL-ABC< CON COM1: J KIMMEL-ABC<	30		\$500.00	11/5	11/5	1		MON	1
13			1200N-100P PROGRAM : EYEWIT NW-NOON CON COM1: EYEWIT NW-NOON	30		\$1,100.00	11/5	11/5	1		MON	1
14			300P-400P PROGRAM : STEVE HARVEY CON COM1: STEVE HARVEY	30		\$825.00	11/5	11/5	1		MON	1
15			500P-600P PROGRAM : EYEWIT NWS-5/EYEWIT NWS-530 CON COM1: EYEWIT NWS-5/EYEWIT NWS-530	30		\$2,400.00	11/5	11/5	1		MON	1
16			600A-700A PROGRAM : EYEWIT DAYBRK CON COM1: EYEWIT DAYBRK	30		\$2,500.00	11/5	11/5	1		MON	1
17			600P-700P PROGRAM : EYEWIT NWS-6/ABC-WORLD NWS CON COM1: EYEWIT NWS-6/ABC-WORLD NWS	30		\$3,400.00	11/5	11/5	1		MON	1
18			730P-800P PROGRAM : WHEEL-FORTNE< CON COM1: WHEEL-FORTNE<	30		\$4,250.00	11/5	11/5	1		MON	1
19			900A-1000A PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$750.00	11/5	11/5	1		MON	1
20			1200N-1230P PROGRAM : EYEWIT NW-NN SA CON COM1: EYEWIT NW-NN SA	30		\$750.00	11/3	11/3	1		SAT	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			500A-600A PROGRAM : EYE-W DYBK E CON COM1: EYE-W DYBK E	30		\$400.00	11/3	11/3	1		SAT	1
22			500A PROGRAM : CRIMINAL MINDS CON COM1: CRIMINAL MINDS	30		\$350.00	11/3	11/3	1		SAT	1
23			700P-800P PROGRAM : JEOPARDY/WHEEL CON COM1: JEOPARDY/WHEEL	30		\$1,400.00	11/3	11/3	1		SAT	1
24			1200N-1230P PROGRAM : EYEW NW-NN SU CON COM1: EYEW NW-NN SU	30		\$750.00	11/4	11/4	1		SUN	1
25			600P-630P PROGRAM : NEWS CON COM1: NEWS	30		\$2,400.00	11/4	11/4	1		SUN	1
26			600A-900A PROGRAM : EYEW-WK DYBK2< CON COM1: EYEW-WK DYBK2<	30		\$1,300.00	11/4	11/4	1		SUN	1
27			1000A-1100A PROGRAM : MILLIONAIRE/FEUD CON COM1: MILLIONAIRE/FEUD	30		\$700.00	11/1	11/1	1		THU	1
28			1100A-1200N PROGRAM : VIEW-ABC CON COM1: VIEW-ABC	30		\$1,200.00	11/1	11/1	1		THU	1
29			1210A-105A PROGRAM : J KIMMEL-ABC< CON COM1: J KIMMEL-ABC<	30		\$500.00	11/1	11/1	1		THU	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30			300P-400P PROGRAM : STEVE HARVEY CON COM1: STEVE HARVEY	30		\$825.00	11/1	11/1	1		THU	1
31			500P-600P PROGRAM : EYEWIT NWS-5/EYEWIT NWS-530 CON COM1: EYEWIT NWS-5/EYEWIT NWS-530	30		\$2,400.00	11/1	11/1	1		THU	1
32			530A-600A PROGRAM : EYWT DYBK 530A CON COM1: EYWT DYBK 530A	30		\$1,200.00	11/1	11/1	1		THU	1
33			600A-700A PROGRAM : EYEWIT DAYBRK CON COM1: EYEWIT DAYBRK	30		\$2,500.00	11/1	11/1	1		THU	1
34			700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30		\$4,250.00	11/1	11/1	1		THU	1
35			700A-900A PROGRAM : GD MRN AMR-ABC CON COM1: GD MRN AMR-ABC	30		\$2,500.00	11/1	11/1	1		THU	1
36			730P-800P PROGRAM : WHEEL-FORTNE< CON COM1: WHEEL-FORTNE<	30		\$4,250.00	11/1	11/1	1		THU	1
37			900A-1000A PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$750.00	11/1	11/1	1		THU	1
38			1000A-1100A PROGRAM : MILLIONAIRE/FEUD CON COM1: MILLIONAIRE/FEUD	30		\$700.00	10/30	10/30	1		TUE	1

REP HEADLINE# 6282558  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG16/12 11.4  
\*\*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
39			1135P-1210A PROGRAM : ABC-NITELINE< CON COM1: ABC-NITELINE<	30		\$1,200.00	10/30	10/30	1		TUE	1
40			1100A-1200N PROGRAM : VIEW-ABC CON COM1: VIEW-ABC	30		\$1,200.00	10/30	10/30	1		TUE	1
41			1200N-100P PROGRAM : EYEWIT NW-NOON CON COM1: EYEWIT NW-NOON	30		\$1,100.00	10/30	10/30	1		TUE	1
42			300P-400P PROGRAM : STEVE HARVEY CON COM1: STEVE HARVEY	30		\$825.00	10/30	10/30	1		TUE	1
43			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$1,200.00	10/30	10/30	1		TUE	1
44			530A-600A PROGRAM : EYWT DYBK 530A CON COM1: EYWT DYBK 530A	30		\$1,200.00	10/30	11/6	1		TUE	2
45			600A-700A PROGRAM : EYEWIT DAYBRK CON COM1: EYEWIT DAYBRK	30		\$2,500.00	10/30	11/6	1		TUE	2
46			700A-900A PROGRAM : GD MRN AMR-ABC CON COM1: GD MRN AMR-ABC	30		\$2,500.00	11/6	11/6	1		TUE	1
47			1000A-1100A PROGRAM : MILLIONAIRE/FEUD CON COM1: MILLIONAIRE/FEUD	30		\$700.00	10/31	10/31	1		WED	1

30  
AUG16/12 11.4  
\*\*\* WFTV-TV \*\*\*

NOV/12	92925.00	CONTRACT TOTAL	92925.00
		TOTAL SPOTS	57

REP HEADLINE# 6282558  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG16/12 11.4  
\*\*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

MARKET TOTALS \$273,308 WFTV 34% WKMG 18% WESH 21% WOFL 15% WKCF 2% WRBW 5% CABL 5%

SVC- NSI  
DEMOS- RA35+\*